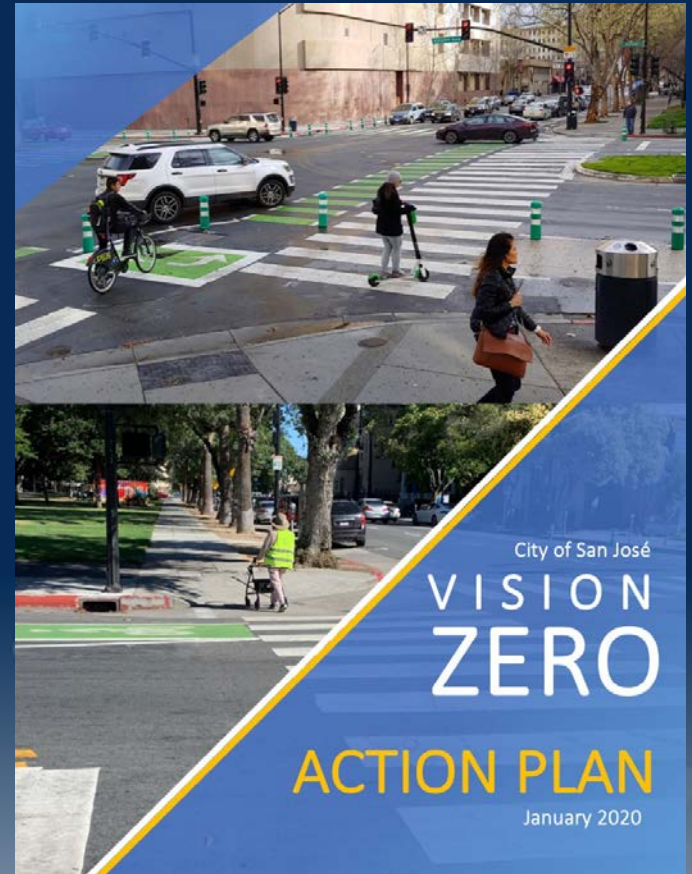


# San José Vision Zero

## Meeting #6



Vision Zero Task Force  
December 10, 2021

# 12/10/21 Agenda

9:00-9:15

1. **Call to Order and Chair Report** (9:00-9:15)
2. **Reports and Updates** (9:15-10:00)
3. **Task Force Member Discussion** (10:00-10:15)
4. **Presentations and Task Force Member Discussion** (10:15-10:45)
5. **Open Forum** (10:45-11:00)

# **Vision Zero Task Force**

9:00-9:15

## **1. Call to Order and Chairperson Report**

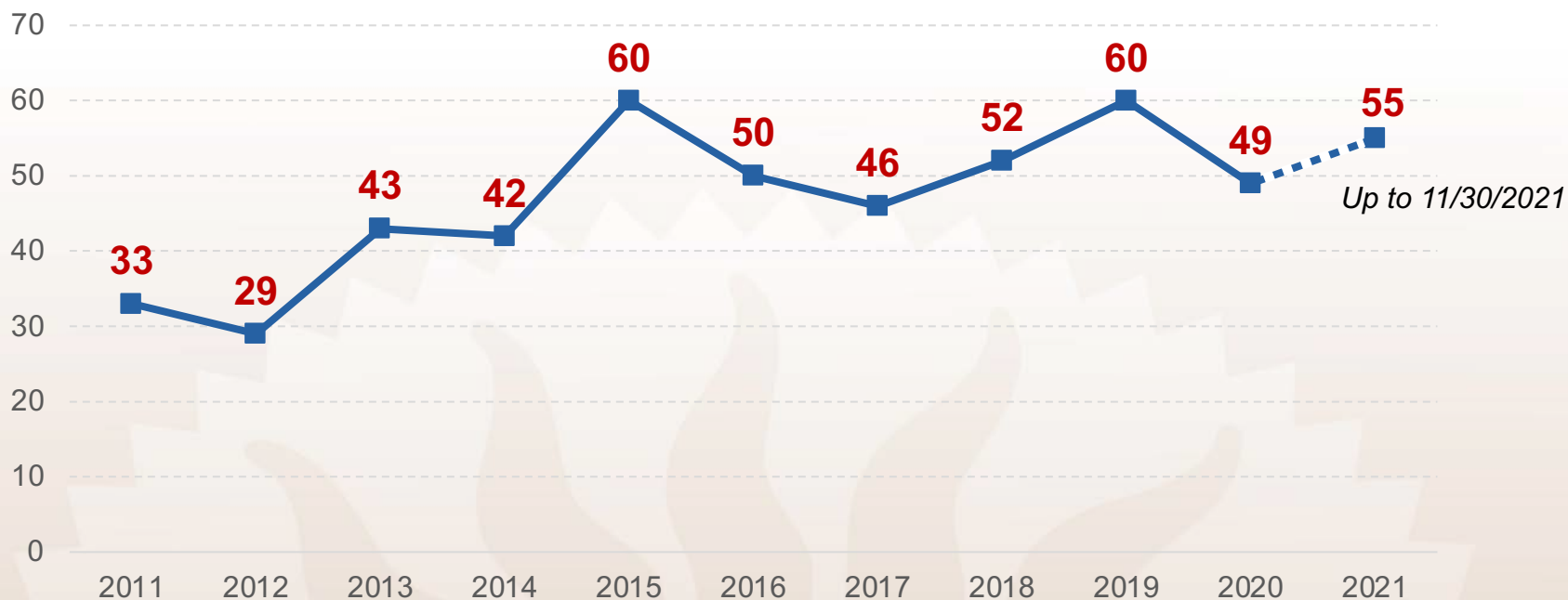
**Welcome – CM Raul Peralez**

**Names of people who have died in San José  
traffic fatalities since the last Task Force meeting**

**Roll Call (Departments/Agencies Present)**

**Minutes posted for the Vision Zero Task Force of  
September 23, 2021**

## 2. Reports and Updates: A. Key Metrics



### Fatalities:

1/1 – 11/30/2021: **55** traffic fatalities

1/1 – 11/30/2020: **43** traffic fatalities

1/1 – 11/30/2019: **55** traffic fatalities



20



18



8



9

19

17

5

2

25

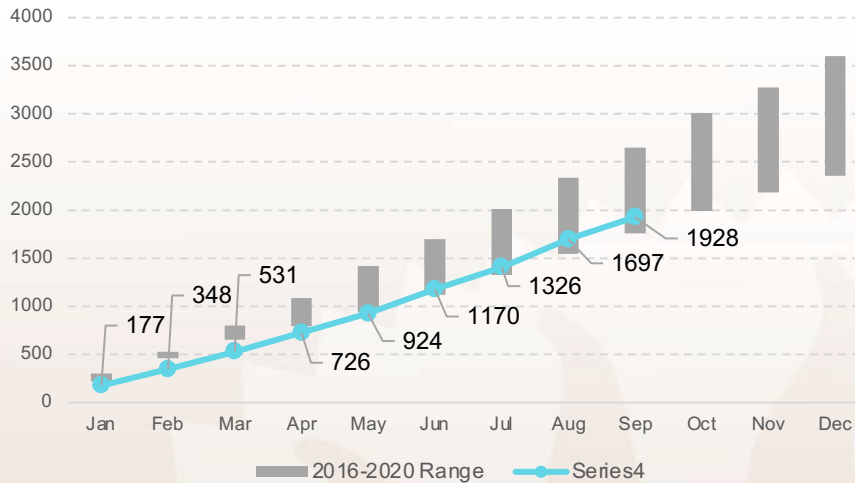
18

7

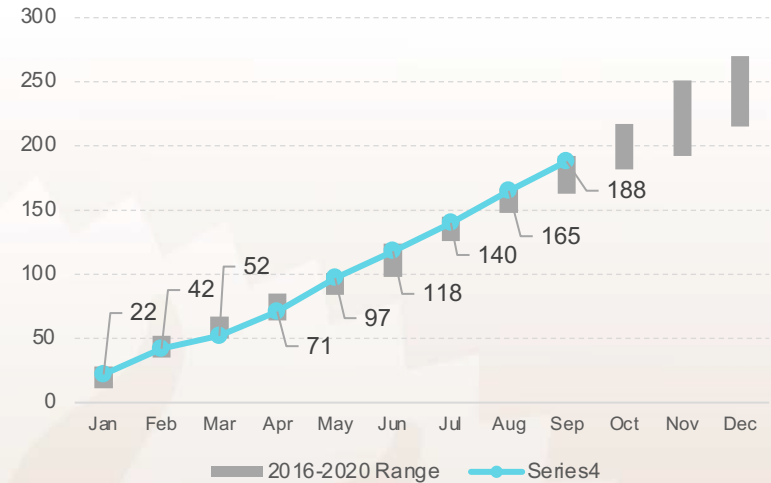
5

# 2021 Traffic Crashes by Month

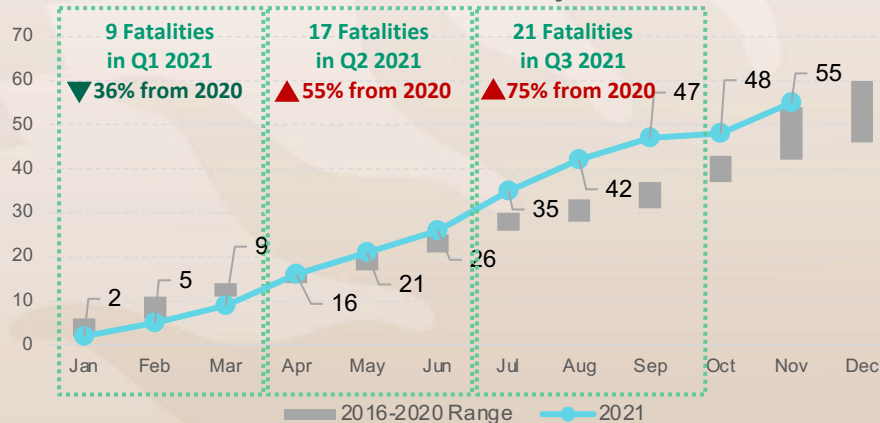
## Cumulative Injuries by Month



## Cumulative KSI by Month



## Cumulative Fatalities by Month



- 2021 will be among highest traffic fatality years
- Holiday season tends to be a high traffic fatality period

# Traffic Fatalities (09/22/21-11/31/21)

## Since Last Task Force Meeting (09/21/21)

Case #	Crash Date	Mode/Deceased	Age	Victim's Gender	Driver's Gender	Collision Factor	Closest Intersection	VZ Corridor	District
45	9/22/2020	Pedestrian	68	Male	Female	Driver didn't yield pedestrian in crosswalk	Parkmoor Av & Meridian Av	No	6
46	9/28/2021	Passenger	16	Male	Male	Speeding	Gurudwara Av, 30' N of Carrera Ct	No	8
47	10/21/2021	Driver	25	Male	Male	TBD	Metcalfe Rd, 6038 E of Malech Rd	No	2
48	11/2/2021	Passenger	53	Male		Speeding	Saratoga Av and Graves Av	Yes	1
49	11/3/2021	Motorcycle	51	Male	Male	TBD	10th and Commercial St	No	3
50	11/5/2021	Driver, Passenger	86, 85	Male, Female	Male	Crossing into the opposite lane	Bailey Ave and Monterey Rd	No	2
51	11/8/2021	Driver	37	Male	Male	Reckless driving	Hillsdale Av and Jarvis Av	Yes	9
52	10/30/2021	Pedestrian	81	Male	Male	Speeding Pedestrian outside of crosswalk	Mclaughlin Av, 183' N of Tully Rd	Yes	7
53	11/29/2021	Bicycle	46	Male	Female	TBD	Bascom Ave (under Hwy 880 underpass)	No	6



# Traffic Fatalities (Year to Date)

20 

18 

8 

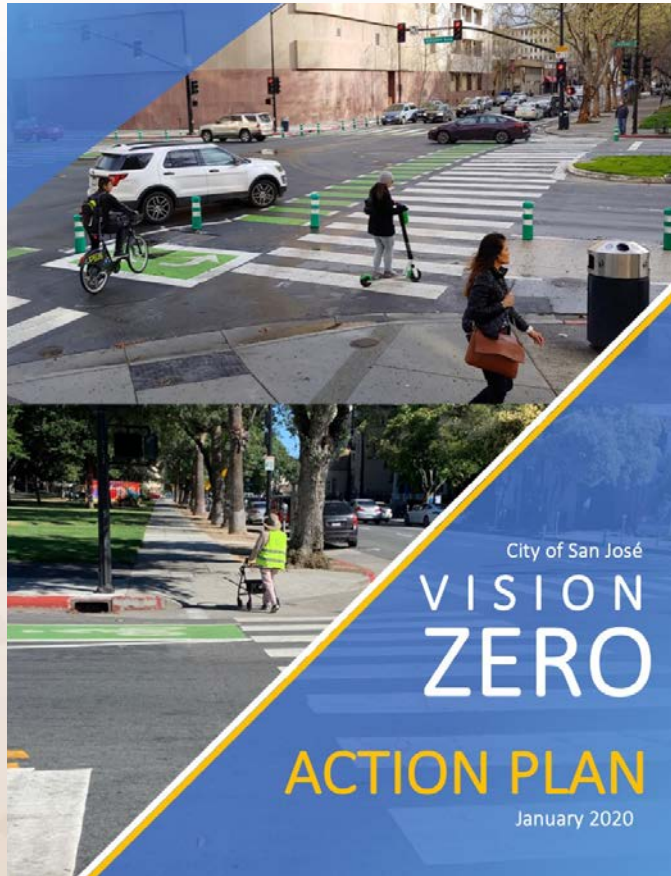
9 

## 55 fatalities since January 1st

- 45% (25/55) occurred on Priority Safety Corridors
- 69% (38/55) occurred in dark hours
- 16% (9/55) involved motorcycle
- 36% (20/55) involved people walking
  - 65% (13/20) involved people crossing outside of crosswalks
- 67% (37/55) involved male driver
- 31% (17/55) was caused by speeding
- 20% (11/55) involved people experiencing homelessness
  - 82% (9/11) happened in dark hours



## 2. Reports and Updates: B. Action Plan Update



1. Build Robust Data Analytics Tools
2. Form a Vision Zero Task Force
3. Strategize Traffic Enforcement
4. Increase Community Outreach and Engagement
5. Implement Quick Build data-driven safety improvements
6. Prioritize resources on high-KSI corridors and districts



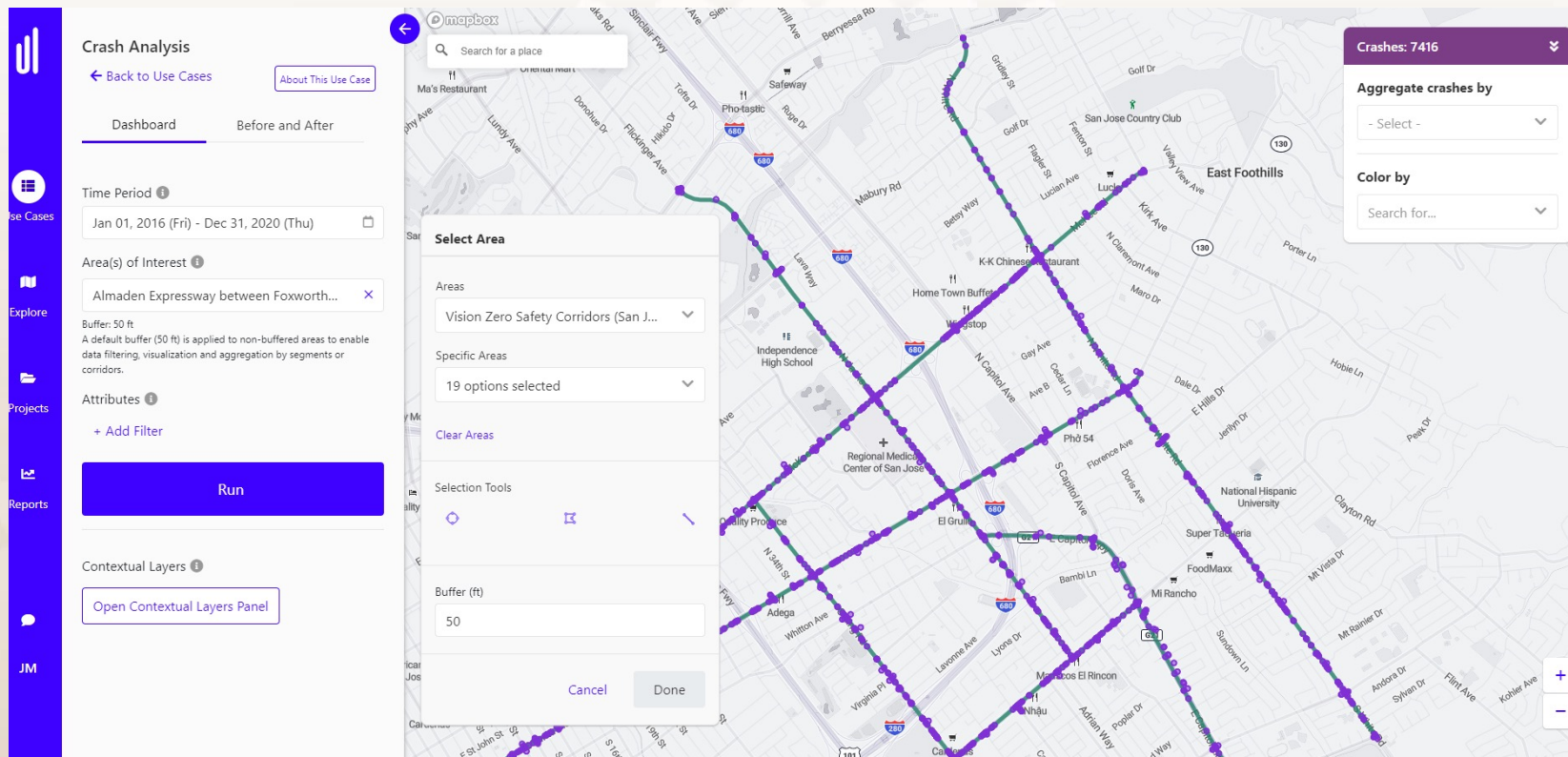
# Vision Zero Task Force

## (1) Build Robust Data Analytics Tools

9:15-10:00

Urban Logiq: Recently began roll out to SJ DOT employees

- Live Demonstration (Thao Nguyen)



# Vision Zero Task Force

## (2) Form a Vision Zero Task Force

9:15-10:00



### 20 members

- Chair Raul Perez
- Vice Chair Pam Foley
- 9 CSJ members
- 6 Santa Clara County members
- 3 Local advocates

### Quarterly Meetings

1. Welcome: September 25, 2020
2. Outreach: December 10, 2020
3. Data: March 5, 2021
4. Task Force #4: June 4, 2021
5. Task Force #5: September 23, 2021
6. Task Force #6: December 10, 2021
7. Task Force #7: March 28, 2022
8. Task Force #8: June 30, 2022

## (3) Strategize Traffic Enforcement – Lt. Anaya

### Enforcement Activity Update

2019	Q1 (1/1-3/31/19)	Q2 (4/1-6/30/19)	Q3 (7/1-9/30/19)	Q4 (10/1-12/31/19)
Total	2,189	3,223	1,871	3,308
2020	Q1 (1/1-3/31/20)	Q2 (4/1-6/30/20)	Q3 (7/1-9/30/20)	Q4 (10/1-12/31/20)
Citations	2,394	251	414	843
Warnings	476	2,101	476	896
TOTAL	2,870	2,352	890	1,739
2021	Q1 (1/1-3/31/21)	Q2 (4/1-6/30/21)	Q3 (7/1-9/30/21)	Q4 (10/1-12/31/21)
Citations	2,761	3,748	4,012	
Warnings	870	371	228	
TOTAL	3,631	4,119	4,240	

Compared to  
Previous Year

Q3 2020 vs Q3 2019

▼ 981

Q3 2021 vs Q3 2020

▲ 3,352

\*Note: Feb/March 2020: SJPD began tracking warnings issued as an alternative to citations in order to comply with county protocol/departments restrictions

# Vision Zero Task Force

## (3) Strategize Traffic Enforcement

### **“Look Out When It’s Dark Out” campaign**

- Fatalities typically spike during Daylight Savings Time (Nov – Mar)
- 7 Deployments of Changeable Message Signs (CMS) on VZ corridors and locations with recent traffic fatalities from 11/15/2021 to 02/27/2022
- VZ corridors with higher numbers of traffic fatalities (Monterey Rd, McKee Rd, McLaughlin Ave, Senter Rd, Tully Rd/Curtner Ave, Capitol Expy) will have 2-3 deployments this year
- SJPd is coordinating traffic enforcement



# Vision Zero Task Force

## (3) Strategize Traffic Enforcement

9:15-10:00

### SJPD Safety Messaging on Twitter for Back to School



## (3) Strategize Traffic Enforcement

**SJPD Safety Messaging on Twitter for Back to School**

**tudents are headed  
back to schools**



# Vision Zero Task Force

9:15-10:00

## (4) Increase Community Outreach and Engagement

**WALK n' ROLL**  
City of San José

**BACHRODT ELEMENTARY**  
**SEPTEMBER 29: 8 – 9 AM**



**HORACE MANN ELEMENTARY**  
**OCTOBER 1: 7 – 8 AM**

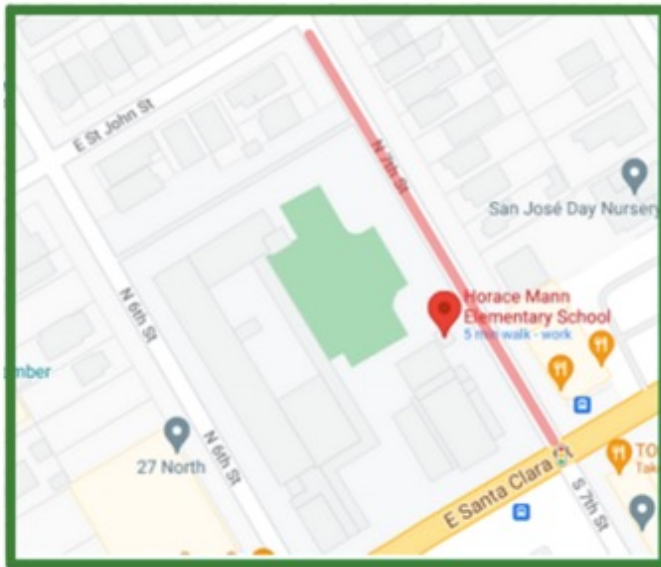


# Vision Zero Task Force

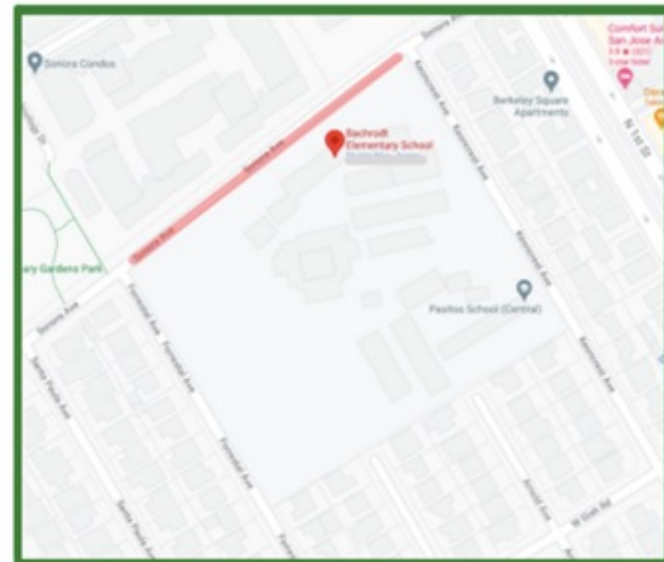
## (4) Increase Community Outreach and Engagement

### Viva Escuela SJ

HORACE MANN – N. 7<sup>TH</sup> BETWEEN  
E. ST. JOHN & E. SANTA CLARA



BACHRODT – SONORA AVE. BETWEEN  
FORRESTAL & KEONCREST



# Vision Zero Task Force

## (4) Increase Community Outreach and Engagement

### Viva Escuela SJ – Bachrodt Elementary School





# Vision Zero Task Force

## (4) Increase Community Outreach and Engagement

### Viva Escuela SJ – Horace Mann Elementary



# Vision Zero Task Force

## (4) Increase Community Outreach and Engagement

### Viva Escuela SJ

COMMUNITY  
PARTNERS



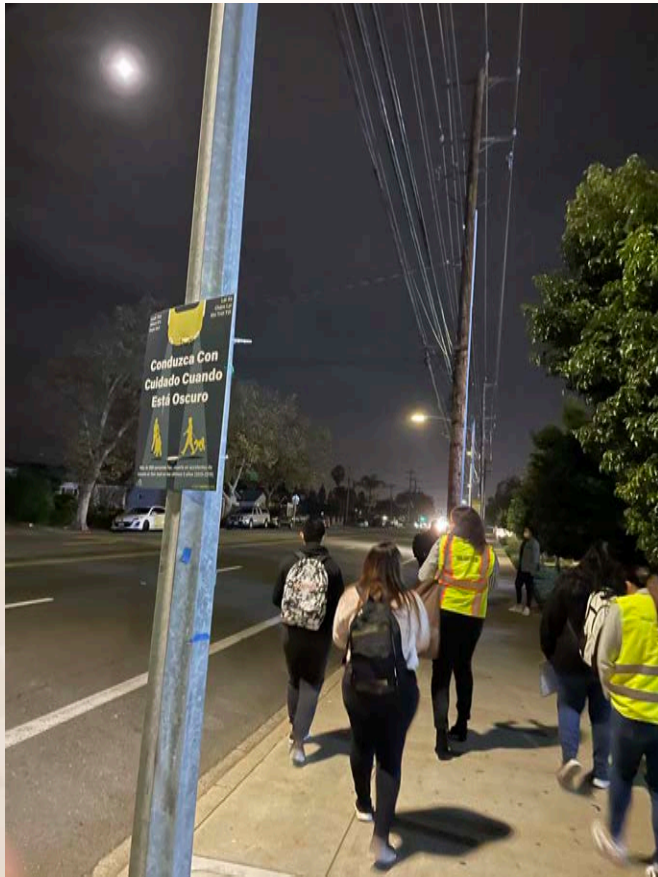
**California Walks**  
Stepping Up for Health, Equity, & Sustainability





## (4) Increase Community Outreach and Engagement

### Y-Plan: White Road: Engagement with adult students



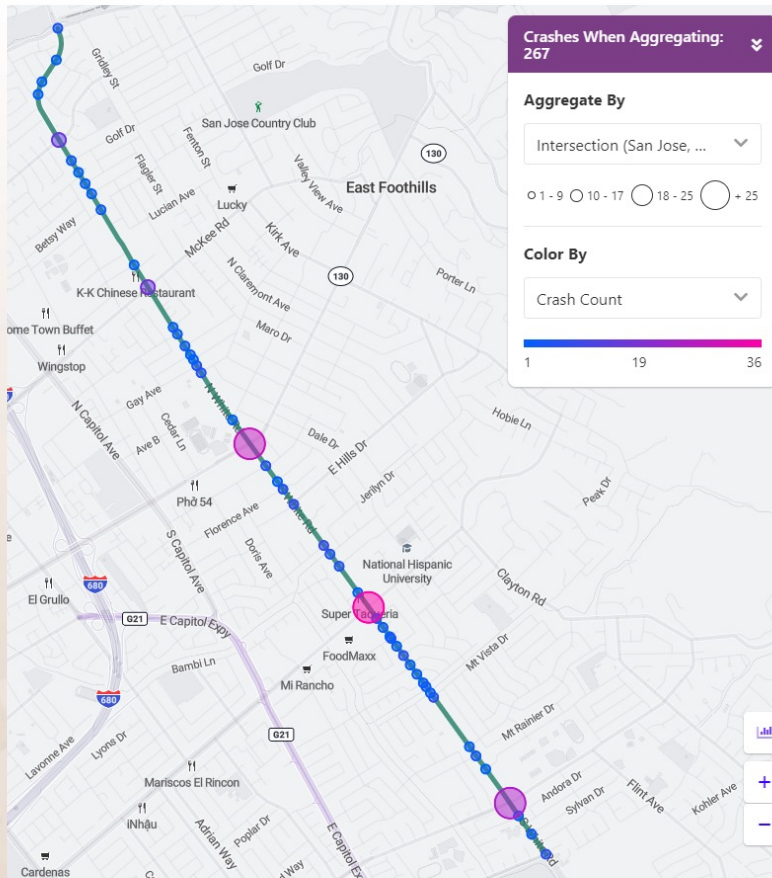


# Vision Zero Task Force

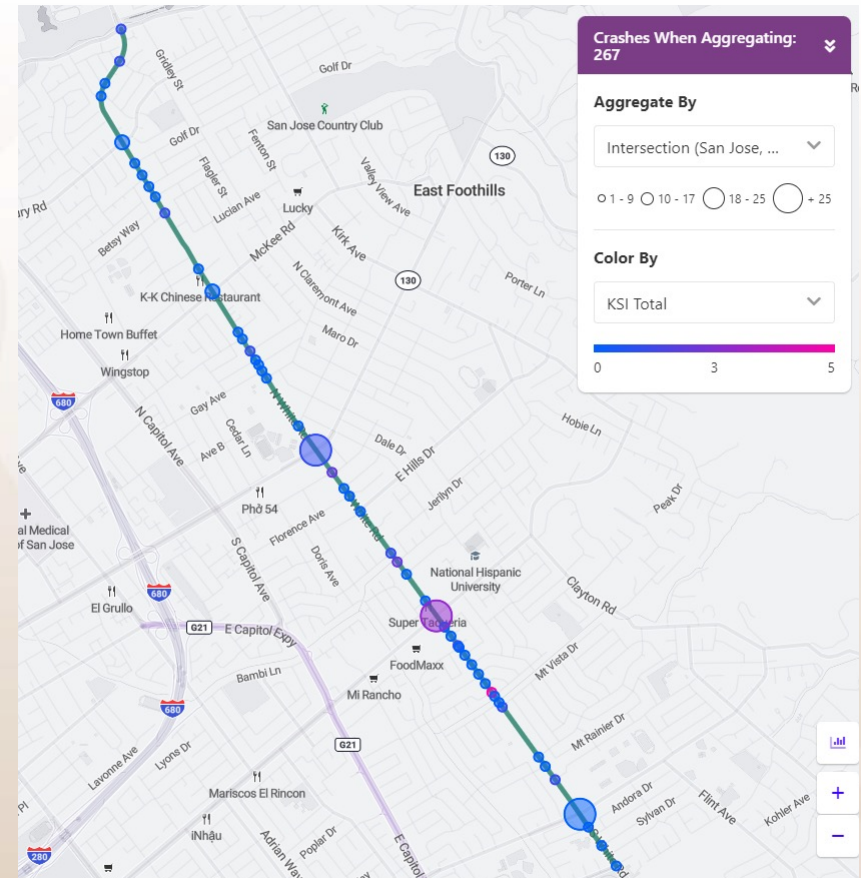
## (4) Increase Community Outreach and Engagement

9:15-10:00

### Y-Plan: White Road



Crash by Intersection



KSI by Intersection

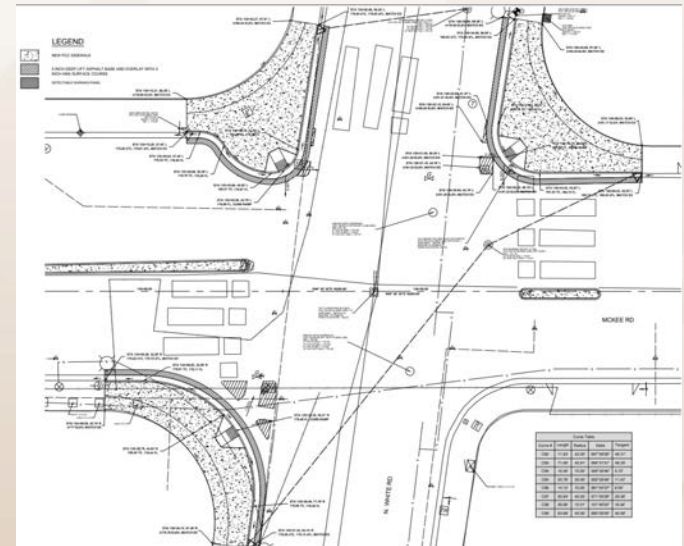
## (4) Increase Community Outreach and Engagement

### Y-Plan: White Road



White Rd at McKee Rd

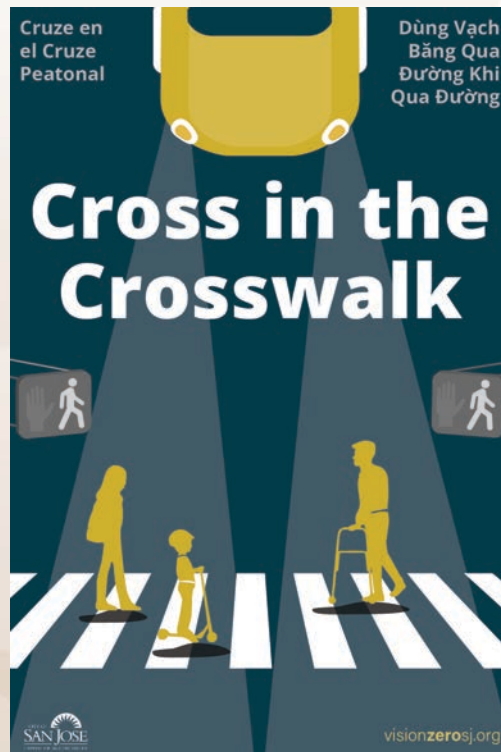
Planned: Remove 3 slip lanes (est.: 2022-2023)



# Vision Zero Task Force

## (4) Increase Community Outreach and Engagement

- Vision Zero Safety Messaging Consultant Contract
- Unhoused Outreach: “Cross in the Crosswalk”





# Vision Zero Task Force

## (5) Quick Build Data-Driven Safety Improvements

**SETER ROAD**  
**Safety Improvements Project**  
[www.movesanjosel.org/senter-road-project-information/](http://www.movesanjosel.org/senter-road-project-information/)  
 Starting October 2020



**Improving Safety for All Roadway Users**  
 Mejora de la seguridad para todos los usuarios de carreteras  
 Cải thiện sự an toàn cho mọi người

Senter Road is identified in San Jose's Vision Zero Action Plan as one of the city's 15 streets with a high frequency of fatal and severe injury traffic crashes. This project will redesign the street to improve safety for people who walk, bike, and drive.



For more information, contact Anna Le (408) 535-7985  
 Để biết thêm thông tin, liên lạc Anna Le (408) 535-7985  
 Para más información, contacto Mike Medina (408) 535-4997

**SAN JOSE**  
 OFFICE OF TRANSPORTATION  
 SAFETY



### Completed 6 Miles

- ❖ Senter Road
- ❖ Fruitdale Avenue
- ❖ Story Road – Phase I



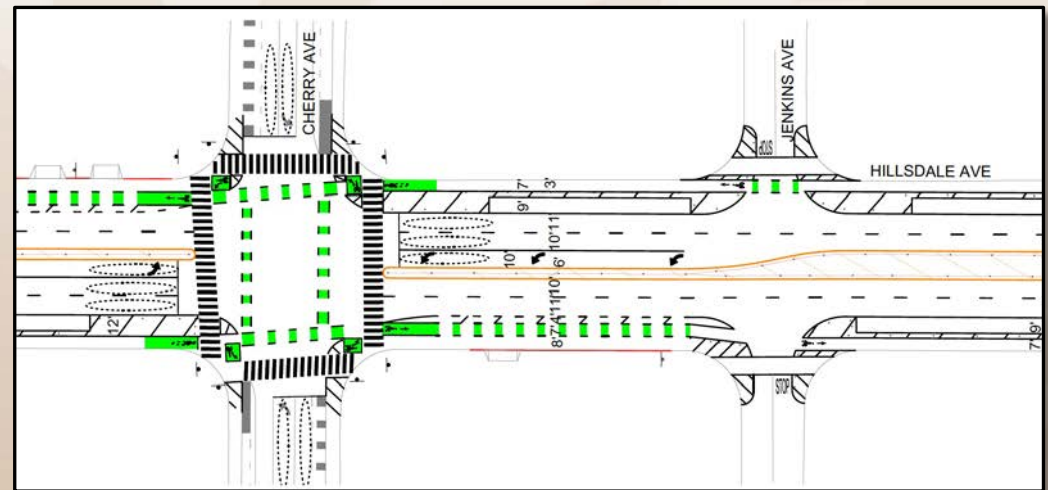
# Vision Zero Task Force

## (5) Quick Build Data-Driven Safety Improvements

### Upcoming Projects

- ❖ Hillsdale Avenue
- ❖ Story Road – Phase II
- ❖ Branham Lane

Over 8 miles of Priority Safety Corridors



## (6) Prioritize Resources on High-KSI Corridors and Districts

### Developing Before/After Project Evaluation Process

Developing new program based on existing programs in other Vision Zero cities

Will prepare qualitative report 6 months after implementation completion

Anticipate injury data analysis 1 year after project completion

Process:

- Estimating costs for data collection and staff analysis and project management
- Before: develop data collection plan (based on goals), collect before data
- After construction: collect after data, analyze data

First projects: Senter Road, McLaughlin Ave



# Vision Zero Task Force

## 3. Task Force Member Discussion

### Questions for:

- San José Department of Transportation
- San José Police Department

## 4. Presentations

- **Safety Messaging Survey Questions**
  - **Sara Labatt, Susie Beecroft (EMC Research)**



# EMC Research Approach

## San Jose Vision Zero

# About EMC Research

---

- ▶ Full-service opinion research firm with full suite of qualitative and quantitative tools
- ▶ Over 30 years of experience
- ▶ Extensive knowledge of local opinion in San José and throughout Santa Clara County
- ▶ Experience conducting research for San Francisco's Vision Zero program
- ▶ Innovative, but grounded in scientific methods
- ▶ Experienced at conducting inclusive, multilingual research
- ▶ Understandable, actionable results and recommendations

- ▶ To obtain a comprehensive quantitative baseline to benchmark...
  - Attitudes about traffic safety in San Jose
  - Awareness and understanding of Vision Zero
  - Driving behaviors and transportation mode usage
- ▶ To establish a tangible touchstone to assess the change and impact of all San José Vision Zero program efforts through the comparison of results of future tracking surveys

# Survey Methodology

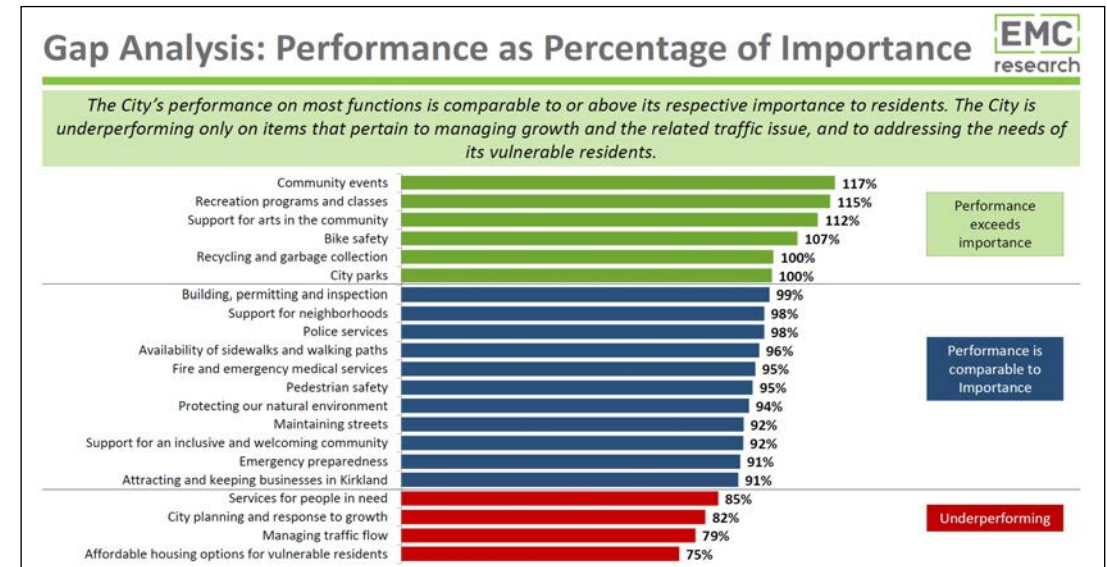
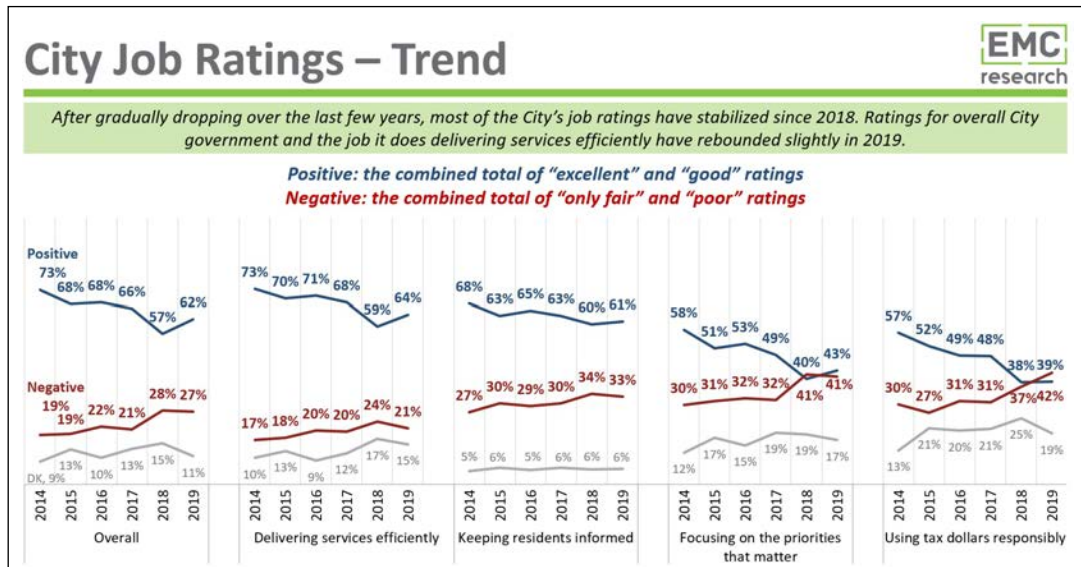
- ▶ Statistically representative, quantitative survey of adult San José residents, using address-based sampling (ABS)
- ▶ ABS approach ensures a broad and representative sample
  - 98% of households are covered by USPS
  - Allows reaching residents who may not be reachable another way
- ▶ Data collection primarily online, with other options available if needed to ensure accessibility
- ▶ Estimated 600-800 completed interviews
- ▶ 15-minute average survey length
- ▶ Survey offered in English, Spanish, and Vietnamese



- ▶ Collecting data from a random, representative sample is essential to survey results that can be projected over the entire population.
  - We select a random sample of residential households to reach out to
  - We monitor responses to ensure that they reflect Census counts
  - We send targeted reminders & calls to encourage hard-to-reach populations
  - We use appropriate data weighting, if necessary
  - Survey is passcode protected to ensure only randomly selected residents can access it, and they can only take it one time

# Data Analysis and Reporting

- Upon completion of interviewing, EMC will:
  - Clean, analyze and weight the data,
  - Produce crosstabulation of responses,
  - Provide the City with initial topline results,
  - Prepare a digestible report of results, including graphic presentation of key findings and analysis



# Research Timeline

Phase	Timing	Tasks
Survey Design	11/8	Begin drafting survey instrument
	November-December 2021	Revise survey instrument Sample list preparation
	12/6	Finalize survey instrument
Survey Mail Preparation	December 2021	Program web version of survey Translate surveys Design postcard graphics Translate postcard text
	12/20	Finalize postcard
	Early January 2022	Finalize sample list for mailing Proof postcards for mailing Print postcards for mailing
Data Collection	1/10	Postcards land in mailboxes Data collection begins
	January-February 2022	Monitor survey progress and send reminders as needed Target under-responding demographics and districts
	3/7	Finalize data collection Initial topline results to clients
Analysis	March-April 2022	In-depth reporting and analysis
		Ongoing analysis and presentations as needed



# Questions and Answers



**Sara LaBatt**

**sara@emcresearch.com**

**510.550.8924**

**Susie Beecroft**

**susie@emcresearch.com**

**927.823.3605**

## 4. Presentations

### Questions for:

- MIG
- EMC

## 5. Open Forum

### Public Comment



# Vision Zero Task Force

## Thank You

### Next Task Force meetings:

- Monday March 28, 2021, 9am-11am

### Next City Council Transportation & Environment:

- **XX**

***Task Force questions, or to join San José Vision Zero email list:  
Contact Anna Le at [anna.le@sanjoseca.gov](mailto:anna.le@sanjoseca.gov)***